



Gyanmanjari
Innovative University

Course Syllabus
Gyanmanjari Institute of Management Studies
Semester-1 (MBA)

Subject: Managerial Communication – MBAXX11301

Type of course: Major (Core)

Prerequisite:

Prerequisites for effective managerial communication include a strong foundation in interpersonal skills, active listening, and empathy. Managers should possess a clear understanding of their organization's goals, values, and culture to align their messages appropriately. Proficiency in written and verbal communication is essential, as is the ability to adapt communication styles to various audiences, from employees to executives. Familiarity with communication technologies and tools, such as email, video conferencing, and project management software, is crucial in the modern workplace. Additionally, a grasp of non-verbal cues and body language can enhance message comprehension. Finally, a commitment to continuous improvement and feedback-driven communication skills development is essential for effective managerial communication.

Rationale:

The course aims to develop all forms of communication skills of the students to enable them to conduct well in any business process without any communication barrier. To train students to enhance their skills in written as well as oral Communication through practical conduct of this course. This course will help students in understanding the principles & techniques of business communication.



Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks					Total Marks
CI	T	P	C	Theory Marks		Practical Marks		CA	
				ESE	MSE	V	P	ALA	
04	00	00	04	60	30	10	00	50	150

Legends: CI-Class Room Instructions; T – Tutorial; P - Practical; C – Credit; ESE - End Semester Examination; MSE- Mid Semester Examination; V – Viva; CA - Continuous Assessment; ALA- Active Learning Activities.

Continuous Assessment:

(For each activity maximum-minimum range is 10 to 5 marks)

Sr. No	Active Learning Activities	Marks
1	Power Point Presentation The students will prepare Power Point Presentation on a given topic in group of 3 students and submit it in Moodle.	10
2	Book Review Student will review a Book of their own choice and submit their Review report on Moodle	10
3	Report Writing Students will write a report on given topic and submit the pdf on Moodle	10
4	Pros and Cons Faculty will provide a topic that lends itself to the idea of making lists of pros and Cons / advantages and disadvantages for some issue. Student can analyze, evaluate and submit the list on either side on Moodle.	10
5	Speech Preparation Students will prepare a speech on given topic and upload pdf on Moodle.	10
Total		50



Course Content:

Sr. No	Course content	Hrs.	% Weightage
1	Introduction: Communication – Meaning and Significance for Management – Types of Communication – Media – Barriers to Communication – Principles of Effective Communication.	15	25
2	Verbal & Non-Verbal Communication: Non-verbal communication – Personal Appearance Posture – Body Language – Use of Charts, Diagrams & Tables – Visual & Audio Visual Aids for communication – Dyadic communication : Face to Face Communication – Telephonic Conversation. Listening: Meaning, Importance, Types of listening, Tips for effective listening, Barriers for listening	15	25
3	Writing Business Reports: Report Writing – Structure of Reports – Long & Short Reports – Formal & Informal Reports – Writing Research Reports, Technical Reports – Norms for including Exhibits & Appendices.	15	25
4	Business Meetings: Conducting Meetings: Procedure – Preparing agenda, Minutes and Resolutions Conducting Seminars & Conferences: Procedure of Regulating Speech Evaluating Oral Presentation – Group Discussion: Drafting Speech – Negotiation Skills.	15	25

Suggested Specification table with Marks (Theory):60

Distribution of Theory Marks (Revised Bloom’s Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage	35%	35%	20%	10%	-	-

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.



Course Outcome:

After learning the course the students should be able to:	
CO1	Develop good interpersonal communication skills to promote a happy work environment.
CO2	Gain expertise in creating strategic messages to effectively convey information and influence decision-making in diverse contexts.
CO3	Master diverse digital communication tools for adept navigation of modern professional communication channels.
CO4	Learn how to resolve conflicts, negotiate with stakeholders

Instructional Method:

The course delivery method will depend upon the requirement of content and need of students. The teacher in addition to conventional teaching method by black board, may also use any of tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc.

From the content 10% topics are suggested for flipped mode instruction.

Students will use supplementary resources such as online videos, NPTEL/SWAYAM videos, e-courses, Virtual Laboratory

The internal evaluation will be done on the basis of Active Learning Assignment

Practical/Viva examination will be conducted at the end of semester for evaluation of performance of students in laboratory.

Reference Books:

- [1] "Business Communication: Building Critical Skills" by Kitty O. Locker and Stephen Kyo Kaczmarek
- [2] "Managerial Communication: Strategies and Applications" by Geraldine E. Hynes
- [3] "Managerial Communication" by C.S. Venkata Ratnam and M. S. Rao

